

Pharma Forum

March 22-25, 2026
The Westin Copley Place
Boston, MA

Medical Meetings Mastered

Drive excellence in life sciences meetings and events by fostering bold partnerships, challenging the status quo, amplifying diverse voices and navigating regulatory complexity with precision

Conference Co-Chairs:



Amy D. Quigley, MBA
Regional Vice President,
Unbridled



Jackie Foust
Sr. Manager, HIV Lead, Global Events;
Medical Affairs, **Gilead**



Michelle Kaminski
Global Meetings & Events Director,
Global Functions,
Astrazeneca

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About Pharma Forum

With over 20 years of industry expertise, Pharma Forum brings together hundreds of meeting planners from across the life sciences sector — including bio/pharma, medical device, generics, associations and third-party organizations. The event delivers actionable insights and dynamic dialogue led by top experts in pharmaceutical meeting planning, offering real-time perspectives on an ever-evolving landscape.

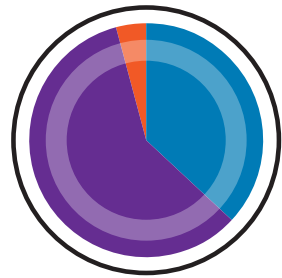
On Average, Our audience is Comprised of..



600+
Planners & Partners

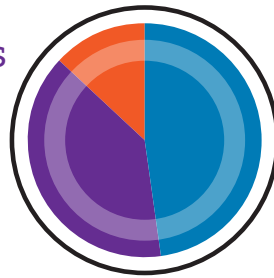


60+
Expert Speakers



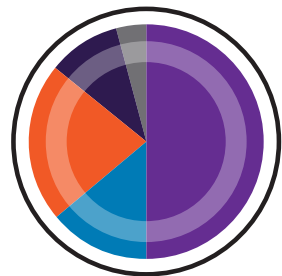
Types of Meeting Planners

- **62%** Third-Party
- **35%** Corporate
- **3%** Association



Job Titles

- **54%** Director or Above
- **34%** Manager
- **12%** Non-Manager



Supplier Breakdown

- **50%** Hoteliers/
Venue Management
- **14%** CVB/DMO/DMC
- **22%** Technology
- **10%** Experimental/Engagement
- **4%** Other



Size of Meetings

- **3%** 10,000+
- **3%** 5,001-10,000
- **13%** 1,001-5,000
- **28%** 201-500
- **26%** 501-1,000
- **27%** 51-200

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Why Attend?

Dear Colleagues,

For more than two decades, Pharma Forum has been the leading event for meeting and event professionals in the life sciences sector. From cutting-edge conversations and forward-thinking strategies to unmatched networking opportunities, this conference has continuously adapted to reflect the evolving needs of professionals across the pharma, biotech, medical and life sciences industries.

We understand how valuable your time is and how much you gain from the onsite experience. That's why we've refreshed the agenda and enhanced the onsite environment to better align with your preferences and priorities. This year's theme is **Partner. Perform. Progress.** It reflects the fast-paced and complex world we're all navigating, both professionally and personally. From emerging technologies and shifting budgets to workforce challenges, climate concerns and the importance of inclusivity, there is much to consider.

For the 2026 event, we've curated a program filled with impactful content, interactive activations and solution-focused service providers. Everything is designed to help you **partner** effectively, elevate **performance** and **progress** as an industry. Here's a glimpse of what's ahead for 2026:

- Your Learning, Your Way: Explore Tracks on Congress Planning, Event Values, or Global Compliance
- Rewriting the Rules of Medical Meetings: A Data-Driven Look at 2026 Trends
- Two Options for AI: Logical or Tactical
- AI in Action: Strategic or Tactical — You Choose
- Brain Breaks Built In — Take a breather, stretch it out, or sneak in a quick email — your time, your way
- Extended Networking Hours and Dedicated Blocked Hours for Appointment Times
- And Much More!

Plus, our world-class content includes many of the topics requested annually, such as the HCP Fireside Chat, the Hotel Leadership Panel, the Senior Corporate Planner Summit, the Senior Third-Party Planner Strategy Session, the Medical Meeting Planner and Healthcare Compliance Certificate Programs and much more. There is so much more to share along with some fun surprises in store, so you'll just have to join us onsite to see and experience!

Kind Regards,

Lily Nagy, Conference Producer, Informa Connect

Danica Schroth, Conference Director, Informa Connect

A heartfelt thank you to our 2026 Advisory Board Members for their invaluable contributions in shaping this year's program

Vanessa Bass, CMP, MMP, HMCC,
Founder, Global Events Specialist,
Foresight Management Group

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North America, **Phillips**

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Jackie Foust, Sr. Manager, HIV Lead,
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Autumn Taraborelli, Senior Manager, Congress Planning, Global Meetings & Events, Business Excellence & Operations, **CSL Behring**

Dawn Will, VP, Life Sciences, **Etherio**

Natascha Williams, Sr. Customer Success Manager, **Meetings & Incentives Worldwide, Inc.**

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Meeting Professionals International (MPI) is the largest meeting and event industry association worldwide. The organization provides innovative and relevant education, networking opportunities and business exchanges and acts as a prominent voice for the promotion and growth of the industry. MPI has a global community of 60,000 meeting and event professionals including more than 17,000 engaged members and its Plan Your Meetings audience. It has more than 90 chapters and clubs in 24 countries. www.mpiweb.org

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Steve Markos

212-600-3439

steven.markos@informa.com



Exhibitors

Karen Hanover

617-290-6113

karen.hanover@informa.com

Prelude Activities **SUNDAY, MARCH 22, 2026**

*All times EDT

10:30 AM-7:00 PM	Conference Registration	
11:30 AM-2:00 PM	Up and Adam Food Tour of the North End Up and Adam Food Tours offers a delicious and immersive experience through Boston's historic North End, known for its rich culinary heritage. This excursion includes guided tastings at iconic eateries and a chance to explore the vibrant flavors and stories of the neighborhood. Registration required — seats are limited! For more information, visit the Onsite Experience Page on our website.	Boston Public Library High Tea and the Leventhal Map & Education Center Gallery Guided Tour Experience the elegance of high tea at the Boston Public Library, followed by a captivating guided tour of the Leventhal Map & Education Center Gallery. Discover the library's historic charm and explore fascinating exhibits showcasing cartographic treasures. Registration required — seats are limited! For more information, visit the Onsite Experience Page on our website.
11:45 AM-3:45 PM	Medical Meeting Planners Certificate (MMP)* Hosted by:  As a result of COVID, the great resignation, talent loss, talent shifts, inflation, emotional and physical burnout, customer behavior change and other factors, there are many new planners who need to be professionally trained on the science of planning medical meetings. Experienced planners may also need to upskill their education. The healthcare world can be complex and confusing, and having the Medical Meeting Planning (MMP) Certificate can mitigate risks and consequences. An individual who obtains their MMP certificate is someone with knowledge of relevant planning, terminologies, processes and compliance regulations for healthcare meetings. Knowledge and expertise in basic medical meeting planning will assist in understanding and practical operations sufficient to assist the meeting professional in understanding and addressing obligations and skills. You'll Be Able to: • Understand what qualifies as a medical meeting • Learn the steps of planning medical meetings • Execute areas of planning medical meetings, including sourcing, transportation, food and beverage, speakers, tradeshow and exhibits and production • Develop budgets, billing and analytics associated with planning medical meetings • Discuss producing virtual and hybrid medical meetings • Determine how sustainability, safety procedures and best practices play a role in planning medical meetings • Learn the role of compliance and ethics in planning medical meetings <i>Mike Varlotta, Principal, MLVII Associates</i> Course Preparation: Registrants must purchase "How to Plan Medical Meetings and Events" in order to attend the course. Pre-reading this book prior to the course is recommended. Books must be purchased here. Print book costs \$85 and eBook costs \$80. <i>*Additional fee to participate in this program</i>	
2:00-3:30 PM	Healthcare Meeting Compliance Certificate (HMCC) Refresher Course* Hosted by:  Your HMCC certificate is valid for two years, requiring a refresher course to maintain. MPI requires all current HMCC holders to attend a refresh course at the two-year anniversary of their class date. The HMCC Refresher course was developed to keep our Healthcare Meeting Compliance Certificate recipients abreast of constantly changing healthcare meeting compliance regulations, cross-border compliance, CMS Open Payments changes and updates, the EFPIA Disclosure Code and other healthcare trends. Attendees must be current HMCC certificate holders; final eligibility subject to approval. <i>Michael Mahoney HMCC, MMP, Strategic Events Leader</i> <i>*Additional fee to participate in this program</i>	
3:00-4:00 PM	Afternoon Networking Break	

4:00-6:00 PM

Senior Corporate Planner Summit

This summit is tailored for senior corporate meeting professionals in the life sciences sector. Attendees must have a minimum of 10 years in meeting management and at least 8 years of experience within the pharmaceutical, biotechnology, or medical device industries. *Final eligibility is subject to approval by Informa.*

Kick off Pharma Forum with this exclusive summit designed for senior planners in life sciences. Collaborate, benchmark and shape the future of corporate meeting strategy through focused discussions on.

- Managing global safety and compliance risks
- Outsourcing vs. insourcing for team optimization
- Cutting costs without compromising quality
- Evolving planners into strategic leaders
- Comparing planning models across company sizes
- Measuring and communicating meeting ROI

*Michelle Kaminski, Global Meetings & Events Director, Global Functions, **Astrazeneca***

*Laura Rudberg, Manager, Global Meetings & Events, **Vertex***

*Ronli Merlis, CMP, CMM, HMCC, Associate Director, Congress & Meeting Management, **Boehringer Ingelheim Pharmaceuticals***

Senior Third-Party Planner Strategy Session

This summit is designed for senior meeting management professionals who are either employed by third-party/event management agencies or operate independently. Attendees must have a minimum of 10 years of experience in meeting management, including at least 5 years working with clients in the pharmaceutical, biotechnology, or medical device industries. *Final eligibility is subject to approval by Informa.*

- This exclusive summit offers a vital opportunity for agency and independent planners to benchmark with peers, share best practices and strengthen their strategic positioning within the life sciences industry.
- Gain insights into optimizing internal and external resources for greater efficiency.
 - Explore strategies to ensure safe, compliant and risk-aware meetings.
 - Discover how to deliver high-impact meetings under tight budget constraints.
 - Understand the unique challenges of working with small, mid-size and large pharma organizations.
 - Learn how to effectively demonstrate your value to life sciences clients through outcomes and ROI

*Liz Graves, CMP-HC, HMCC, Implementation & Process Manager, **Meetings & Incentives Worldwide, Inc.***

*Natascha Williams, HMCC, Sr. Customer Success Manager, **Meetings & Incentives Worldwide, Inc.***

Hello Huddle & Orientation: Everything you need to know to make the most out of your Pharma Forum experience

Whether it's your 1st time or 5th time, this orientation and networking event is a must-attend. Gain tips on how to make the most out of your Pharma Forum experience through the unique nature of this conference, network and connect with our fun activities and keep your eye on key takeaways to be gained.

- Navigate the agenda — How to choose the best sessions for you
- Understand the appointment set up process
- Exhibit hall and layout guide
- Learn about our CSR activities and Sustainability Efforts Onsite
- Review of the conference app
- Power Choir Activity — Song Division

*Leigh Houison, Client Executive, **SongDivision***

*Carrie Baumel, HMCC, Manager, Program Operations, **Creative Group***

*Rayanna Gopaul, Senior Meeting Manager, **American Meetings Inc.***

*Jackie Foust, Sr. Manager, HIV Lead, Global Events; Medical Affairs, **Gilead***

6:15-7:15 PM

Opening Welcome Reception Hosted by:

Open to Corporate, Third-Party and Association Planners

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6:30-7:15 AM	Morning Health Activity
7:30-8:30 AM	Networking Breakfast and Appointment Time in the Exhibit Hall
8:35-8:40 AM	Welcome to Pharma Forum 2026! <i>Lily Nagy, Conference Producer, Informa Connect</i>
8:40-8:50 AM	Titanium Sponsor Welcoming Remarks <i>Dianna Feinberg, Vice President, Sales, US Premium Hotel Portfolio, Marriott International</i>
9:00-9:10 AM	Day One Co-Chairs' Opening Address
9:10-9:50 AM	Opening Keynote Humans + AI = An Impeccable Collaboration for Creating Meeting Magic This isn't your typical keynote—it's an experience, a dynamic (and entertaining) conversation between human expertise and artificial intelligence. Join us as AI becomes our Keynotes live co-presenter tackling real challenges in a highly interactive session demonstrating how meeting professionals can amplify their human potential through strategic AI collaboration. From spontaneous problem-solving with audience participation, you'll witness the future of amplified meeting planning unfold. Key Learnings and Objectives: • How to leverage AI as a strategic partner, not replacement • The human advantage in an AI-augmented world • Voice interaction techniques and tech recommendations • How to remove friction from your work everyday • Live AI conversations with audience participation addressing real life science meeting professional challenges <i>Mitch Mitchem, CEO, HIVE Interactive</i>
9:50-10:10 AM	Convenience Break
10:10-10:20 AM	Meet Boston Welcome <i>Martha Sheridan, CEO, Meet Boston</i>
10:20-11:10 AM	State of the Industry: Navigating Safety, Strategy and Change in Healthcare Meetings Step into the next era of healthcare events with a high-impact exploration of the global forces reshaping our industry. This session dives deep into the powerful intersections of politics, technology and economics, including the ripple effects of tariffs, on how we plan, execute and safeguard meetings. From shifting regulatory landscapes and evolving safety protocols to the transformation of international travel and workforce dynamics, we'll unpack the critical trends driving change. Discover how healthcare and pharmaceutical organizations must adapt to stay ahead in an industry being redefined by disruption, innovation and strategic reinvention. <i>Moderator: Jessie States, CMP, CMM, Vice President, MPI Consulting, Meeting Professionals International</i> <i>Carvie Gillikin, Chief Executive Officer, MGME</i> <i>Joss Cote, Director Enterprise Solutions, Strategic Accounts, Cvent</i>
11:20-12:00 PM	Rewriting the Rules of Medical Meetings: A Data-Driven Look at 2026 Trends The medical meetings landscape continues to evolve, this session dives deep into the latest data driving change across the industry, offering a comprehensive, evidence-based look at how trends in meetings and events are shifting. • Compare updated meal cap averages and compliance trends with previous years to understand shifting regulatory expectations • Explore how patient experience is being integrated into meetings more consistently, backed by engagement and satisfaction data • Unpack the lasting impact of virtual and hybrid formats on in-person engagement using attendance and interaction metrics • Discover strategies for boosting HCP engagement across formats and geographies, informed by participation data and feedback



CUSTOMIZE YOUR LEARNING BASED ON EXPERIENCE LEVEL (Select one session per time per track)
Track A:
Strategic Brilliance in
Congress Planning

2:05-2:50 PM

A1 **Perfecting Your**
Congress Playbook:
Strategy, Structure & Execution

No two congresses are alike — and neither should your approach. This session dives into the nuances of building a tailored congress strategy, from identifying the right team to managing ancillary meetings and ensuring full coverage. Whether you're navigating mega-congresses or niche offshoots, this session will help you sharpen your planning and execution.

- Learn how to identify the right internal and external stakeholders for each congress
- Understand the structure and role of in-house congress teams and their collaboration on ancillary meetings
- Explore strategies for adapting to the unique needs and formats of different congresses
- Gain clarity on what it truly means to be a congress planner — and how to excel in the role

*Jennifer Capurso MBA, MHA, CMP, Events Senior Manager, North America, **Philips Health***

*Becky Cavanaugh, Director of Operations, **MGME***

*George Pometti, Associate Director, Congress Excellence, **Bristol Myers Squibb***

*Ashley Abernethy, HMCC, Senior Manager, Global Congresses, **BeOne Medicines USA, Inc***

Track B:
Voices and Values in
Healthcare Events
B1 **HCP Perspectives: Inside the Minds**
of Healthcare Professionals

Gain unprecedented access to the decision-making processes of diverse healthcare professionals in this dynamic session where physicians, NPs, PAs and PharmDs reveal what truly drives their engagement with pharmaceutical companies. Our candid panel discussion cuts through assumptions to deliver actionable insights on what HCPs value most in industry relationships.

- Discover the critical factors that influence how HCPs select events, manage communications and allocate their limited time
- Explore the stark differences in preferences between early-career and veteran practitioners across various specialties
- Learn practical strategies to optimize your approach to HCP engagement, from streamlining communications to enhancing event experiences

*Moderator: Mike Roberts, President & COO, **Infinix Global Meetings & Events***

*Michelle Kaminski, Global Meetings & Events Director, Global Functions, **Astrazeneca***

*Carine Desroches, Meetings & Events Director, **National Kidney Foundation***

Track C:
Worldwide Programs, Local
Rules: Mastering Global
Compliance
C1 **Closed-Door Session — Navigating**
Global Program Complexities:
Strategy & Implementation

This session examines the multifaceted challenges of executing truly global pharmaceutical programs across borders. We'll explore the critical balance between commercial funding and medical presence, budget allocation strategies and practical solutions for international HCP engagement that address both regulatory and logistical hurdles.

- Understanding the interplay between company objectives, advance budget planning requirements and cross-functional justification processes that enable successful global initiatives
- Practical approaches to facilitate international HCP travel, including strategies to navigate immigration complexities and create more seamless border-crossing experiences
- Essential health and security considerations for global programs, ensuring participant safety while maintaining program integrity across diverse international settings

***This session will not be recorded**

*Jackie Foust, Sr. Manager, HIV Lead, Global Events; Medical Affairs, **Gilead***

2:50-3:00 PM

Convenience Break

3:00-3:45 PM

A2 Strategic Ancillary Meeting Management: Maximizing ROI at Medical Conferences

Securing prime ancillary meeting space at major congresses demands early planning, smart budgeting and creative solutions. This session shares proven strategies to enhance your company's presence while optimizing costs.

- Discover how early meeting list development and timely submissions can secure top locations and when partnering with DMCs offers strategic advantages
- Learn how targeted investments in ancillary space yield strong ROI through internal use
- Gain practical insights into blackout date enforcement, flexible scheduling approaches and innovative space acquisition tactics for growing companies

*Autumn Taraborelli, Senior Manager, Congress Planning, Global Meetings & Events, Business Excellence & Operations, **CSL Behring***

*Danielle Walters, Senior Event Marketing Manager, **Natera***
*Carine Desroches, Meetings & Events Director, **National Kidney Foundation***

*Mozelle Goodwin, CMP, HMCC, MMP, Principal/Owner, **Global Rendezvous, LLC***

B2 From Footprint to Frontline: Driving Sustainable Change in Meetings

As sustainability shifts from a "nice-to-have" to a core value, event professionals are being challenged to rethink how meetings and events are planned, executed and measured. This session explores how to make sustainability actionable — even when budgets are tight and priorities are shifting.

- Explore regional vs. national vendor strategies and their environmental impact
- Discover how companies are embedding sustainability across travel, materials and logistics
- Gain practical tips for tracking and communicating sustainability efforts at every level

*Nicole Balban, CMP, Offsite Meetings Operations Partner, **Genentech***

*Pip Macfarlane, Director of Business Development, **American Meetings Inc***

*Natascha Williams, HMCC, Sr. Customer Success Manager, **Meetings & Incentives Worldwide, Inc***

C2 Compliance in Action: What U.S. Planners Miss About Global Codes

Pharma event planners know the basics of U.S. compliance, but global rules like MedTech Europe, EFPIA, Loi Bertrand, AIFA and the Dutch Code of Conduct can still disrupt company-sponsored programs at U.S. meetings. This session will translate the latest international compliance updates into practical takeaways for domestic planners, showing where U.S. practices often clash with global expectations and how to avoid last-minute surprises.

- Recognize how international codes (CVS, EFPIA, AIFA) affect U.S.-based pharma events
- Identify common U.S. planning practices that trigger compliance concerns abroad
- Apply practical steps to align housing, registration and marketing with global standards

*Patricia Andrade, MBA, BBA, HMCC, EU-HCCP, MMP, Vice President of International Marketing & Compliance, **ABTS Convention Services***

3:50-4:50 PM

Afternoon Appointment Times and Networking Break in the Exhibit Hall

PICK YOUR AI PATH: STRATEGIC OR TACTICAL

4:50-5:50 PM

AI and the Future of Event Planning: A Logical Dive into What's Now and What's Next

AI is transforming the event planning industry in real time. From streamlining operations to reshaping client expectations, artificial intelligence is changing how planners work and how value is delivered. This high-energy session brings together visionary leaders to explore how AI is evolving, what it's already changing and where it's headed next. Expect bold insights, practical takeaways and a logical roadmap for navigating the future.

- See how AI is being used today to transform planning workflows and decision-making
- Examine its real-world effects on roles, relationships and revenue models
- Get a clear view of compliant data when working with AI

AI Power Tools: Tactical Workshop for Event Planners

This hands-on workshop is designed for event professionals who want to move beyond theory and start using AI tools with confidence. Through real-world scenarios and guided exercises, participants will build practical skills and create ready-to-use assets that streamline planning and boost productivity.

- Apply prompt engineering techniques tailored to event planning challenges
- Build customized templates for documentation, client communications and logistics
- Design efficient workflows that integrate AI tools with your existing processes

*Emily Brown, VP Business Systems & PMO, **Infinix Global***

*Keri Ibbitson, Director of Scientific Engagements & Events, **Danaher Corporation***

5:50-6:50 PM	Networking Cocktail Reception In the Exhibit Hall (Open to All Participants)
7:00 PM	Hosted by:  TITANIUM SPONSOR  Evening Reception (Open to Corporate, Third-Party and Association Planners)
Day Two TUESDAY, MARCH 24, 2026 *All times EDT	
7:45-9:00 AM	Networking Breakfast and Appointment Time in the Exhibit Hall
8:50-9:10 AM	SongDivision Welcome and Energizer 
9:10-9:20 AM	Co-Chairs' Review of Day One + Pharma Forum Awards
9:20-10:25 AM	Hotel Ownership Fireside Chat: Strategic Shifts in the Meetings & Events Landscape Senior leaders from top hotel ownership groups share their perspective on evolving planner expectations, shifting market dynamics, and operational challenges. This session explores how hotels are managing labor issues, space constraints, and strategic partnerships, while also balancing reduced profit margins with the need for brand investments and property upkeep. With rates continuing to rise, the conversation will focus on how hotels are delivering meaningful value back to planners and guests. • Explore how hotel leaders are addressing staffing challenges and maintaining service standards across corporate, third-party, and other segments • Understand the strategic decisions being made around renovations, brand updates, and long-term investments amid high occupancy levels • Examine how rising rates and persistent resort fees are being justified through enhanced value, improved experiences, and transparent communication with planners <i>Bingdong Zhao, Head of Real Estate Investment Division, Junson Capital</i>
10:25-11:05 AM	Sourcing Smarter: Unlocking Value in Venue & AV Partnerships With AV costs driving significant budget increases, pharmaceutical meeting planners are under pressure to deliver high-impact events with fewer resources. This session focuses on strategic sourcing approaches that help planners maximize value, streamline spend and build resilient vendor relationships—without compromising compliance or attendee experience. • Evaluate venue and AV proposals through a cost-conscious, compliance-driven lens to identify hidden value and avoid unnecessary spend • Apply sourcing strategies that prioritize flexibility, quality and budget efficiency, enabling planners to do more with less across their event portfolios • Strengthen partnerships with vendors and suppliers to unlock creative solutions, negotiate smarter and enhance overall event ROI <i>Mike Ruocco, CMM, Chief Executive Office & Founder, innoVia</i> <i>Julie Nack Locke, Regional Vice President, HelmsBriscoe</i> <i>Jordan Hester, Sr. Project Manager, AP Live</i>
11:05 AM-1:15 PM	Networking Lunch and Appointment Time in the Exhibit Hall (Lunch served between 12:30-1:45 PM)



CUSTOMIZE YOUR LEARNING (Select one session per time per track)

Track D: Vendors to Value: The New Procurement Playbook

Track E: IPCAA: Compliance in Focus

1:20-2:00 PM

D1 Procurement as Partners: Breaking Down Silos in Pharma Event Planning

This interactive session brings together procurement specialists and meeting planners to bridge the communication gap that often exists between these essential functions. Through facilitated dialogue and real-world case studies, participants will explore how to transform transactional relationships into strategic partnerships that drive both cost efficiency and event excellence.

- Learn practical strategies for educating procurement specialists about the unique requirements of pharmaceutical events
- Discover effective communication techniques that align procurement timelines with event planning needs
- Explore best practices for negotiating contracts that satisfy both procurement metrics and event quality standards

Iliani G. Muniz, Manager, Sourcing, American Meetings

Amy Perrone, SMMC, CMM, MMP, Principal Program Manager – Strategic Meetings Management Program, Business Services, Genentech

Marnie Oswald, CMP, CSEP, HMCC, Director Global Meetings, Congresses & Events, CSL Behring

Sandon Brady, Principal Owner, Don Atlas Hospitality

E1 Navigating Differences: EU vs US International Medical Conferences

In the session you will engage with experts representing PhRMA, int. pharmaceutical companies, Medical Societies and IPCAA. We will discuss how industry engagement and compliance differ between EU and U.S. medical conferences. Topics include EU regulations for industry-led education (e.g., scientific symposia), contrasting U.S. standards, and differing approaches to direct-to-consumer promotion. We'll also discuss challenges EU companies face attending U.S.-based events and how ongoing practices—such as inviting HCPs to EU congresses—considering congress location and applicability of local codes.

Magdalena Makiela-Bogacka, EMEAC GEMS Lead, Dir, GMSA, MSD & Co-President, IPCAA
Martin Hess-Janorschke, Head Compliance Global Functions, Roche & Council Member, IPCAA

2:05-2:45 PM

D2 Maximizing Value Beyond Cost: The ROI of Strategic Procurement in Pharma Events

This session examines how procurement can evolve from being perceived as the “budget police” to becoming value-creating strategic partners in the pharmaceutical events ecosystem. Industry experts will share frameworks for demonstrating event ROI to leadership while balancing compliance requirements and attendee experience. The session includes small-group exercises where participants develop action plans for their organizations.

- Understand how to quantify and communicate the full value of events beyond traditional cost metrics
- Create a roadmap for establishing quarterly touchpoints between procurement and event teams to maintain alignment

Sandon Brady, Principal Owner, Don Atlas Hospitality

E2 Stellar Experiences on a Shoestring: Designing Impact Without Overspending

Big impact doesn't always require a big budget. This dynamic session explores how to craft memorable, compliant and engaging medical meeting experiences using smart, resourceful strategies. Through a mix of expert insights and peer sharing, attendees will walk away with actionable ideas they can implement immediately.

- Discover creative ways to boost engagement without overspending
- Learn how to repurpose assets, leverage local vendors and streamline logistics
- Explore budget-friendly tech tools and formats that still deliver wow-factor

Laura Rudberg, Manager, Global Meetings & Events, Vertex

IPCAA Members Networking Session

Note: Employees of all IPCAA Member Companies are welcome to attend

This session offers an overview of recent IPCAA initiatives and newly developed internal resources designed to support daily work in healthcare compliance and the congress environment. Participants will gain access to exclusive members-only insights from the latest IPCAA study on what healthcare professionals (HCPs) expect from the pharmaceutical industry – providing valuable guidance for future interactions and collaborations.

2:50-3:50 PM	Afternoon Appointment Times and Networking Break in the Exhibit Hall
3:55-4:40 PM	Community Conversations Workshop: Peer-Led Roundtables for Targeted Insights Join us for an engaging and interactive workshop designed to foster peer-to-peer learning and candid dialogue across key sectors of life sciences event planning. Attendees will choose one of four focused roundtables, each tailored to address the unique challenges and opportunities within their professional domain: • Strengthening Connections in a Multi-Vendor World: Managing multiple vendors or stepping into inherited relationships can feel like navigating a complex web of expectations and priorities. Learn how to balance competing demands, communicate effectively, and turn challenging dynamics into productive partnerships. <i>Wendy Kewley, CMP, Director, Events and Congresses, Acadia Pharmaceuticals</i> <i>Jen Kamins, Vice President, Account Development, Unbridled</i> • Mastering Leadership Transition in Pharma Meeting Management: Designed for mid-career professionals, this roundtable focuses on the shift from tactical execution to strategic leadership. Participants will explore frameworks for performance reviews, techniques for difficult conversations and strategies for influencing without authority in complex stakeholder environments <i>Dawn Will, VP Life Sciences, Etherio</i> <i>Tanya Zuckerman, CMM, CMP, Director, Medical Congress and Professional Society Planning, US Medical Affairs, Bayer</i> • Planners in Animal Health: Sector-Specific Collaboration and Innovation: Exclusively for planners working in animal health, this roundtable provides a space to share best practices, discuss regulatory nuances and explore innovations in veterinary and agricultural event planning. Connect with peers navigating similar challenges and opportunities in this dynamic field • Med Device, Diagnostics & Biotech: Navigating Complexity and Driving Impact: Tailored for planners in medical devices, diagnostics and biotech, this roundtable addresses the intricacies of planning events in highly technical and regulated environments. Topics include cross-functional collaboration, scientific content delivery and strategies for engaging diverse stakeholder groups
4:40 PM	Close of Day Two
Day Three WEDNESDAY, MARCH 25, 2026 *All times EDT	
8:15-9:00 AM	Networking Breakfast
9:00-9:15 AM	Producer and Co-Chair Opening Remarks
9:15-9:55 AM	A Lupus Warrior's Journey — Empowering Patient Voices Through Art and Advocacy Diagnosed with Lupus in 2004, Shanelle has dedicated her life to raising awareness, amplifying patient voices and pushing for greater diversity in healthcare. With spoken word and musical performances on global stages from Carnegie Hall to the Vatican and advocacy work spanning from Capitol Hill to clinical trial awareness, Shanelle brings a unique perspective to the patient experience. As a member of the Lupus Voices Council and a celebrated artist, Shanelle will share her powerful journey of resilience, creativity and the role of art in patient engagement. <i>Shanelle Gabriel, Poet, Singer, Multicultural Education Consultant, Lupus Patient Advocate, & CEO, Building Constellations, LLC</i>
9:55-11:00 AM	Join Us in Cultivating Growth — For a Cause That Matters! At this interactive team-building experience, you'll roll up your sleeves to design and decorate raised garden beds, test your knowledge with garden-themed trivia, and discover smart companion planting tips along the way. It's collaboration with a green twist—and the best part? Every garden bed you create will be donated to Boston Medical Center's rooftop farm.

11:00-11:40 AM	Turning Numbers into Impact: Data Essentials for Pharma Meetings Gain a practical, non-technical introduction to data collection and analysis tailored for pharmaceutical meeting professionals. Build confidence using simple tools and templates to track key metrics, organize data and communicate event value effectively — all while ensuring compliance with healthcare data regulations. • Identify and interpret key metrics that demonstrate the success and impact of pharmaceutical meetings, helping you align event outcomes with strategic goals • Use spreadsheets and intuitive tracking tools to monitor attendance, engagement and feedback — no advanced technical skills required • Access customizable templates and clear compliance guidance to streamline data reporting and ensure proper handling of healthcare professional information <i>Laura Pagani, Business Operations Excellence Strategy Lead, Takeda</i> <i>Umbereen S. Nehal, MD, MPH, MBA, Founder, HER Heard</i>
11:40-11:50 PM	Co-Chairs' Closing Remarks
12:00 PM	Close of Conference
1:00-5:00 PM	Healthcare Meeting Compliance Certificate Program (HMCC)* <i>* Additional fee to participate in this program</i>

Hosted by: 

Registration

Meeting/Event Planner Pass Options	Corporate, Third-Party, Association Planners with 8 Appointments Required to book and attend a minimum of 8 pre-scheduled appointments with sponsors and/or exhibitors onsite	FREE	Venue Information The Westin Copley Place 10 Huntington Ave Boston, MA ACCOMMODATIONS: For hotel room availability and direct booking links, please visit the conference website and select the Plan Your Visit Tab . Rooms are limited and the discounted rate will expire in advance of the meeting, so please book early. All travel arrangements are subject to availability. PLEASE NOTE: All hotel reservations for this conference should be booked directly through the link on the "Plan Your Visit" page on the Pharma Forum website ONLY. Informa Connect does not partner with housing bureaus or third-party agencies for this event and none are authorized to call or contact you on our behalf.
	Corporate, Third-Party, Association Planners without Appointments	\$999	
Non-Planner/Supplier/Service Providers	Non-Planner/DMC Pass You work in business development at an event management company/agency or work at a Destination Management Company (DMC)	\$1299	
	Supplier/Service Provider Pass You provide goods or services to meeting/event professionals. This includes, but is not limited to: Hotels, Technology Vendors, CVBs/DMOs, Transportation Companies, Gifting Companies, Restaurants, etc.	\$5999	
Certificate Program Add-Ons	Medical Meeting Planner Certificate Program	\$513.99	
	Healthcare Meetings Compliance Certificate (HMCC) Program	\$513.99	
	HMCC Refresher Course	\$150	

*Complimentary rates apply to corporate, third-party and association planners only. Qualification screenings may be conducted. All planner registrations require a minimum of 8 pre-scheduled appointments with sponsors and exhibitors. All registrations are subject to review and approval by Informa Connect.

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